

# Abraham Cedeño



## Contact

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## Marketing Analyst

Professional with excellent proficiency in platforms for effective data analysis, including SQL, Excel, Power BI, Tableau, and R. Domain knowledge in digital marketing field (social media, PPC, content creation, and SEO). Strong communication, analytical, and teamwork skills. Currently pursuing IBM Data Science Professional Certificate

[View my portfolio](#)

## Soft skills

- \*Communication
- \*Problem Solving
- \*Teamwork
- \*Learning Tenacity
- \*Bilingual

## Languages

- \*SQL
- \*R
- \*HTML
- \*CSS

## Tools

### Data Analysis

- \*Power BI
- \*Tableau
- \*mySQL, Big Query
- \*RStudio
- \*Microsoft Excel
- \*Microsoft Power Point

### Digital Marketing

- \*Google Analytics
- \*Facebook Ads
- \*Google Ads
- \*Klaviyo
- \*Shopify
- \*Wordpress

## Experience

### Marketing Analyst

Global Commerce Media GmbH - Internship / Nov 2022 - Feb 2023

#### Market research

Conducted market research to better understand the audience and their search intent based on data analysis.

#### Competitor analysis

Collected and analyzed data from competitors to track performance, leading to informed decision-making for our SEO strategies.

#### Keyword analysis

Analyzed keywords using tools such as Google KW Planner, Google Trends, Ubbersuggest, and Answerthepublic resulting in creating more visible content for clients' websites.

#### Presenting findings to superiors

Effectively communicate data-driven insights and strategic recommendations to senior management by utilizing data visualizations in reports to convey the results obtained by using Tableau and Microsoft Excel.

### Business Intelligence Analyst

Loquiropty / Feb 2022 - Oct 2022

#### Identify target audiences

Used data to identify and understand audience interests and demographic characteristics, resulting in better targeted campaigns with improved ROI.

#### Design A/B tests

Designed A/B tests in PPC campaigns, landing pages, lead communication, and pricing strategies resulting in improved ROAS for those initiatives. Analyze them with Rstudio.

#### Customer behavior analysis

Collected and analyzed data on customers to understand their buying habits, website behavior, and satisfaction levels, leading to improved services and optimized campaigns. Also used Tableau and Microsoft Excel to report findings.

#### Measurement and optimization of ROI in PPC campaigns

Tracked PPC campaigns to monitor metrics such as conversion rate, CTR, CPC, and % engagement, allowing for identification of areas for improvement and increasing ROI.

#### Implementation of PPC promotional campaigns

Designed and implemented multiple PPC campaigns through FB ads resulting in an average CPC of \$0.13 better than the industry average and an average ROAS of 9.19:1.

[Check out my work](#)

## Hard skills

### Data Analysis

- \*Machine learning
- \*Reports and Dashboards
- \*Predictive models
- \*Classification models
- \*Forecast
- \*Statistical tests
- \*Data extraction, cleaning and analysis

### Digital Marketing

- \*SEO
- \*PPC
- \*Content
- \*Website design
- \*Social Media
- \*Email Marketing
- \*Branding

## Education

### Degrees

#### "IBM Data Science Professional Certificate"

IBM / March 2023 - Present

#### "Google Data Analytics Professional Certificate"

Google / April 2022 - October 2022

#### "Google Digital Marketing & E-commerce Professional Certificate"

Google / July 2022 - January 2023

#### "Google Project Management: Professional Certificate"

Google / July 2022 - January 2023

#### "Bachelor's degree in Electronics and Telecommunications Engineering"

Universidad Tecnológica de Panamá / Jan 2014- Dec 2019

#### "High School Diploma in Science, Literature, and Philosophy"

Colegio Javier / 2000 - 2013

## Certifications

#### "Statistics for Data Science and Businesss Analysis"

#### "Microsoft Excel -Excel from Beginner to Advanced"

#### "Microsoft Power BI Desktop for Business Intelligence"

#### "Ultimate Google Ads Training 2021: Profit with Pay Per Click"

#### "SEO Training Masterclass 2022: Beginner To Advanced SEO"

#### "The complete 2022 Web Development Bootcamp"